

CHELSEA

V

BOLTON WANDERERS

Football League Division One

Season 1978-79

Saturday October 14 (3 p.m.)



OFFICIAL PROGRAMME 25P

*So far there have been sixteen **£1,000 Winners** in the **Chelsea Lottery** — will **YOU** be the next? See pages 6 and 25.*

TONIGHT!

Jazz at the the Bridge



Legendary American Trumpeter
WILD BILL DAVISON
and his Dixieland All-Stars

Alan Littlejohn (Trumpeter), Jim Shepheard (Trombone),
John Barnes (Saxes), Bill Skeat (Reeds), Fred Hunt (Piano),
Len Skeat (Bass), Jim Douglas (Guitar), Johnny Richardson (Drums).

7.30 p.m. Saturday 14th October
in the Chelsea Executive Suite

Tickets £3.00 available at the door



CHELSEA FOOTBALL CLUB

Founded 1905

Registered address: Stamford Bridge Grounds, Fulham Road, London SW6 1HS

Telephone: 01-385 5545

Telex: 919220

President: Rt. Hon. The Earl of Cadogan, M.C., D.L.

Board of Directors: Brian Mears (Chairman), Viscount Chelsea (Vice-Chairman), Leslie Mears, George Thomson, Sir Richard Attenborough, C.B.E., David Mears

Chief Executive: Martin Spencer, F.C.A.

Administration Secretary: Christine Mathews

Team Manager: Ken Shellito

General Manager: Ron Suart

Head Trainer: Norman Medhurst

Physiotherapist: Eddie Franklin, M.C.S.P.

Reserve Team Coach: Frank Upton

Chief Scout: Eddie Heath

Youth Team Manager: Brian Eastick

Hon. Medical Officers: Dr. Bill Marshall, Dr. John Vyse

Public Relations/Press Liaison: Albert Sewell

Pools Association: Tony Green (Secretary)

Promotions Executive: Ian Hutchinson

Security Officer: Andy Dunlop

Colours: Shirts – Royal Blue with White Collar & Cuffs. Shorts – Royal Blue with White Seam. Stockings – White. (Second Colours – Yellow Shirts, Green Shorts, Yellow Stockings).

Honours: Football League Champions 1955. F.A. Charity Shield Winners 1955. Football League Cup Winners 1965. F.A. Cup Winners 1970. European Cup-Winners' Cup Winners 1971. Won promotion to Division I 1907, 1912, 1930, 1963, 1977. Football Combination Champions 1916, 1918, 1948, 1949, 1955, 1960, 1961, 1965, 1975, 1977. F.A. Youth Cup Winners 1960, 1961.

WHILE results have continued to go awry, there has been no lack of thought and action in efforts to bring about the essential change in our fortunes. The approach to Johan Cruyff, following his dazzling display here for New York Cosmos, was but the first of several moves, and while Johan said that at this stage he would not be tempted out of retirement from competitive football, he added that if that situation changed he would certainly be prepared to consider our interest in him.

Then, on Thursday of last week, Chairman Brian Mears and Manager Ken Shellito, flew to Belgrade and approached the world-renowned Yugoslav coach Miljan Miljanic to discuss the possibility of his advising our club. Miljan formerly managed Red Star, Belgrade when also his country's coach, and has coached Real Madrid to successes in the Spanish Championship, and the sequel to our overtures was that he agreed to come to London this week to study Chelsea's training at all levels, to watch today's game against Bolton and next Saturday's match at Liverpool, after which a decision would be made as to a possible future working arrangement.

Team changes are almost inevitable in a spell such as we have endured lately, but our biggest loss, in every sense, is the enforced absence of Micky Droy. The good news about him is that last week's operation for a rare kidney condition has been successful, but the period of recovery is a lengthy one and we must battle on possibly until the New Year without Micky's considerable presence at the heart of our defence.

LEE ON LOAN: Lee Frost, our 20-year-old reserve winger, has joined Brentford on a month's loan.

BEST WISHES to Reg Byatt, our Reserve team trainer and kit manager, who has retired after 13½ years' service with Chelsea. The first eight seasons were part-time with the Juniors, and Reg became Combination trainer in July 1973. We wish him a long and happy retirement, and look forward to seeing him back at Stamford Bridge whenever he feels like looking in on match-days... which we feel will be often, as Reg first came to Chelsea as a boy fan and then served as a St. John Ambulance man here before he actually joined us.

TODAY'S BAND: We welcome to Stamford Bridge this afternoon the London Girl Pipers' Band, who will provide musical entertainment before the match and at half-time.

GOALKEEPER NEWS: While Peter Bonetti has been under treatment for a strained back and injured hamstring, John Phillips returned to training this week on recovery from mumps.

NEW FACES IN THE FIRST DIVISION



DAVID STRIDE

Twenty-year-old left-back who made his first-team debut at Birmingham three weeks ago and kept his place. Born at Lymington, Hampshire, he joined us as an apprentice from school and signed professional in January 1976. He graduated via Chelsea's Youth and Reserve teams, and was captain of our Football Combination side last season.



BOB ILES

From Southern League to First Division football in less than four months has been the rapid rise of our 23-year-old goalkeeper, who was signed from Weymouth in June for £10,000. Born at Leicester and originally with Bournemouth, he played well as a second-half substitute in the recent game against New York Cosmos, and made an impressive League debut at Derby last Saturday.

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Chiswick W4 5RR

Walworth Garage
Camberwell New Rd
London SE5 0TF

TABLES-APPEARANCES-SCORERS

FOOTBALL LEAGUE-DIVISION I

	P	W	D	L	F	A	W	D	L	F	A	Pts
Liverpool	9	4	0	0	13	1	4	1	0	15	3	17
Everton	9	4	1	0	7	1	1	3	0	5	4	14
Coventry	9	2	3	0	9	5	2	1	1	5	3	12
Nottm. Forest	9	2	3	0	8	5	1	3	0	3	2	12
Man. Utd	9	3	2	0	7	4	1	2	1	5	7	12
W. Brom	9	2	2	1	9	5	2	1	1	6	4	11
Man. City	9	2	1	1	7	5	2	2	1	8	5	11
Arsenal	9	2	3	0	10	5	1	1	2	5	6	10
Bristol City	9	2	2	0	7	4	2	0	3	3	5	10
A. Villa	9	1	2	1	4	4	2	1	2	7	4	9
Norwich	9	3	1	1	12	6	0	2	2	6	10	9
Tottenham	9	1	2	1	5	7	2	1	2	4	11	9
Leeds	9	2	0	2	9	5	1	2	2	6	8	8
Ipswich	9	1	0	3	3	6	2	2	1	8	6	8
Q.P.R.	9	2	2	1	3	2	1	0	3	4	8	8
Derby	9	3	1	1	7	6	0	1	3	3	8	8
BOLTON	9	3	1	1	11	8	0	1	3	2	10	8
Southampton	9	2	1	1	8	7	0	2	3	4	9	7
Middlesbro	9	0	1	3	3	7	1	1	3	8	10	4
Wolves	9	2	0	2	4	4	0	0	5	3	12	4
CHELSEA	9	0	0	4	2	11	1	2	2	6	7	4
Birmingham	9	0	2	3	4	10	0	1	3	2	10	3

APPEARANCES

Harris	9	Lewington	5
Langley	9	Droy	4
Swain	9	McKenzie	4
Wicks	9	Walker	4 (1)
Wilkins (R)	9	Stride	3
Bonetti	8	Britton	1 (3)
Locke	8	Garner	1
Stanley	8	Iles	1
Hay	7		

Goalscorers: Langley 2, McKenzie 2, Swain 2, Stanley 1, Wicks 1, Total 8.

Figures in brackets=Appearances as substitute.

FOOTBALL LEAGUE CUP

APPEARANCES

Bonetti	1	Swain	1
Droy	1	Stanley	1
Harris	1	Walker	1
Hay	1	Wicks	1
Langley	1	Wilkins (R)	
Locke	1		

Goalscorer: Langley 1.



AT LIVERPOOL NEXT SATURDAY

THIS match is all-ticket, and we have received an allocation of terrace tickets (£1) and stand tickets (£2). These are available only to members of Chelsea Official Supporters' Club and Season-ticket holders.

Train details were not available when this programme went to press; they will be announced over the public address system today.

For further information about away match tickets and rail travel, please see page 19 (Supporters' Club page).

FOOTBALL COMBINATION

	P	W	D	L	F	A	Pts
Tottenham H.	11	10	1	0	40	14	21
Southampton	10	7	2	1	19	7	16
Norwich City	9	6	2	1	22	7	14
West Ham United	9	6	2	1	19	9	14
Bristol Rovers	9	5	3	1	14	8	13
CHELSEA	9	5	2	2	18	9	12
Q.P.R.	7	4	2	1	14	11	10
Ipswich Town	8	3	3	2	16	11	9
Bristol City	9	3	3	3	16	13	9
Arsenal	8	2	4	2	16	14	8
Fulham	9	3	2	4	15	15	8
Oxford United	9	3	2	4	14	16	8
Leicester City	9	3	2	4	11	13	8
Luton Town	8	4	0	4	13	18	8
Birmingham City	9	2	3	4	7	12	7
Plymouth A.	11	3	1	7	11	19	7
Crystal Palace	8	2	1	5	12	17	5
Hereford United	9	1	3	5	10	22	5
Reading	7	0	3	4	8	16	3
Swindon Town	8	0	3	5	2	13	3
Cardiff City	9	1	1	7	8	20	3
Orient	9	0	3	6	6	27	3

APPEARANCES

Bumstead	9	Walker	4
Chivers	9	Jenkins	3 (1)
Sitton	9	Lewington	3
Frost	8	Nutton	3(2)
Aylott	6	Penny	3
Clare	5	Iles	2
Garner	5	Sulley	2 (1)
Fillery	5	R. Knock	2
Johnson	5	Britton	1
Phillips	5	Hay	1
Wilkins (G)	5	Wilson	-(1)
Stride	4		

Goalscorers: Garner 6, Aylott 2, Walker 2, Britton 1, Clare 1, Fillery 1, Frost 1, Johnson 1, Lewington 1, Stride 1, Sulley 1. Total 18.

SOUTH-EAST COUNTIES LEAGUE-DIVISION I

	P	W	D	L	F	A	Pts
Arsenal	7	5	1	1	10	6	11
Portsmouth	7	4	1	2	15	8	9
Gillingham	6	4	1	1	11	6	9
Tottenham H.	5	4	0	1	19	10	8
Millwall	7	4	0	3	15	9	8
Ipswich Town	6	3	2	1	13	9	8
CHELSEA	6	3	1	2	15	17	7
Crystal Palace	7	3	1	3	15	17	7
Q.P.R.	4	2	2	0	10	3	6
Orient	7	3	0	4	10	15	6
Norwich City	7	3	0	4	10	16	6
Watford	7	2	1	4	6	10	5
Southend Utd.	7	2	0	5	10	14	4
West Ham Utd.	7	2	0	5	11	16	4
Charlton Athletic	7	1	1	5	11	17	3
Fulham	7	1	1	5	7	15	3

APPEARANCES

P. Brown	6	V. Thomas	2
G. Donnellan	6	M. Wright	2
T. Elmes	6	P. Fishenden	1
T. Gammer	6	C. Francis	1 (1)
K. Hales	6	N. McLaren	1
C. Pates	6	J. Watkins	1
B. Scanlon	6	P. Williams	1
P. Rhoades-Brown	5	P. Maskell	-(1)
S. Barker	4	D. Sheen	-(1)
R. Knock	4	M. Squires	-(1)
Fillery	2		

Goalscorers: Donnellan 3, Fillery 2, Hales 2, Pates 2, Rhoades-Brown 2, Brown 1, Elmes 1, Fishenden 1, Gammer 1. Total 15.

SOUTH-EAST COUNTIES LEAGUE-DIVISION II

	P	W	D	L	F	A	Pts
Oxford Utd.	7	6	0	1	21	4	12
Tottenham H.	7	3	2	2	29	19	8
West Ham Utd.	5	4	0	1	14	10	8
Wimbledon	7	3	2	2	12	11	8
Crystal Palace	7	3	1	3	15	12	7
Reading	8	3	1	4	12	10	7
Peterborough	6	1	1	4	9	20	3
CHELSEA	6	1	1	4	6	24	3
Bristol Rovers	5	1	0	4	9	17	2

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Chelsea F.C. Pools Association,
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Applications by letter welcome if you prefer not to cut your programme.

I would like to learn more about a Pools Agency. Please send me details (without obligation). I am over 16.

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★ ★ ★

GOLDEN GOAL TIMES v W.B.A.

£50 . . . 3 min. 26 sec.

£10 . . . 58 min. 02 sec.

SCOTT CHESHIRE looks back at CHELSEA through the years

Season 1909-10

AFTER spending two somewhat uphill seasons trying to establish themselves as a First Division side, Chelsea now experienced relegation for the first time. For most of the season we steered clear of the lower bracket of clubs but in the final count we were let down by indifferent away form, the last nineteen games bringing no fewer than fifteen defeats.

From the season's first game, fortune rarely smiled. An unfortunate crop of injuries meant that it was seldom possible to field a full, or settled team. As many as 34 players appeared in the League side and such stalwarts of the two previous years as defender Ted Birnie and forwards George Hilsdon and Norman Fairgray missed more than half the games. This fate also overtook Ben Warren whose prolonged absence with injuries was possibly the biggest blow of all.

But in terms of figures Hilsdon's output of goals falling to three from 15 games, following his consistent returns of 27, 24, and 25 in the three previous seasons, was probably the decisive factor. Hard though his various deputies tried, no one could emulate his goalscoring skills.

More and more newcomers were drafted in during the season, several to become household names in the Chelsea story. The great amateur centre-forward V.J. (Vivian) Woodward began his long association with the club. Both Walter Bettridge and Fred Taylor made their debuts, as did Alec Ormiston, a commanding centre-half, and hard-shooting Bob Whittingham.

Four new players were signed during the final month of April in a desperate effort to avoid dropping into the Second Division, and it was a result of this attempt to buy our way out of trouble that the Football League subsequently introduced the March 16 transfer deadline.

Although this injection of skilled and talented performers was to pay dividends in the longer term, it was unable to make any real immediate impact or to stave off the relegation which had seemed likely on several occasions since we won promotion in 1907. Our fate was virtually settled, as on another much more recent and well-remembered occasion, at White Hart Lane when we lost a "four-pointer" against Tottenham after a tremendous struggle, 2-1. Ironically it was Percy Humphreys, who had left Stamford Bridge in December, who scored Spurs' winning goal.

One notable record was set up. Over 70,000 spectators attended our home match with Newcastle United on December 27 — the largest crowd ever to watch a League match in England up to that time. As the Chelsea programme pronounced: "Phenomenal." Certainly there was nothing else during the campaign to which this could be applied.

HOW THEY FINISHED

Division 1						
	P	W	D	L	F	A
Aston Villa	38	23	7	8	84	42
Liverpool	38	21	6	11	78	57
Blackburn R.	38	18	9	11	73	55
Newcastle U.	38	19	7	12	70	56
Manchester U.	38	19	7	12	69	61
Sheffield U.	38	16	10	12	62	41
Bradford C.	38	17	8	13	64	47
Sunderland	38	18	5	15	66	51
Notts County	38	15	10	13	67	59
Everton	38	16	8	14	51	56
Sheffield W.	38	15	9	14	60	63
Preston N.E.	38	15	8	18	52	58
Bury	38	12	9	17	62	66
Nottingham F.	38	11	11	16	54	72
Tottenham H.	38	11	10	17	53	69
Bristol City	38	12	8	18	45	60
Middlesbrough	38	11	9	18	56	73
Woolwich A.	38	11	9	18	37	67
CHELSEA	38	11	7	20	47	70
Bolton W.	38	9	6	23	44	71

LEAGUE RESULTS

Home	Away
D 0-0	Aston Villa L 1-4
W 3-1	Blackburn Rovers L 0-1
W 3-2	Bolton Wanderers L 2-5
L 0-3	Bradford City L 1-4
W 4-1	Bristol City L 0-1
W 2-0	Bury L 2-4
L 0-1	Everton D 2-2
W 2-1	Liverpool L 1-5
D 1-1	Manchester United L 0-2
W 2-1	Middlesbrough W 1-0
W 2-1	Newcastle United L 0-1
L 0-1	Nottingham Forest D 0-0
D 2-2	Notts County L 1-2
W 2-0	Preston North End L 0-2
D 2-2	Sheffield United D 0-0
W 4-1	Sheffield Wednesday L 1-4
L 1-4	Sunderland L 0-4
W 2-1	Tottenham Hotspur L 1-2
L 0-1	Woolwich Arsenal L 2-3

Appearances:— Bettridge, W. 18, Birnie, E. 10, Bradshaw, J. 6, Brawn, W. 23, Bridgeman, W. 2, Cameron, J. 26, Cartwright, W. 24, Dolby, H. 1, Douglas, A. 14, Downing, S. 37, Fairgray, N. 6, Freeman, C. 9, Harding, A. 3, Hilsdon, G. 15, Holden, A. 16, Horn, G. 2, Humphreys, P. 11, Jones, E. 18, Mair, T. 5, McConnell, E. 3, McEwan, M. 5, Ormiston, A. 24, Robinson, A. 1, Saunders, J. 2, Smith, P. 1, Taylor, F. 20, Walton, J. 5, Warren, B. 17, Whitley, J. 35, Whittingham, R. 3, Wileman, A. 14, Williams, E. 6, Windridge, J. E. 23, V. J. Woodward 13.

Scorers:— Windridge 6, Downing 5, Wileman 5, Woodward 5, Bradshaw 3, Brawn 3, Hilsdon 3, Humphreys 3, Jones 3, Douglas 2, Fairgray 2, Freeman 2, Holden 1, Mair 1, McEwan 1, Taylor 1, Whittingham 1=47.

F.A. CUP

Jan. 15 (1) v Hull City (H) won 2-1 (Williams, Brawn) Att. 37,300 Rec. £1,017.

Feb. 5 (2) v Tottenham Hotspur (H) lost 0-1 Att. 31,776. Rec. £2,103.

Appearances:— Bettridge, W. 2, Brawn, W. 2, Cartwright, W. 2, Downing, S. 2, Hilsdon, G. 2, Ormiston, A. 2, Taylor, F. 2, Whitley, J. 2, Williams, E. 2, Windridge, J. E. 2, V. J. Woodward 2.

Scorers:— Brawn 1, Williams 1=2.

VOICES of CHELSEA



DUNCAN MCKENZIE

It pains me to be watching today's match instead of being part of the action. Even more than it pained me when, as Steve Wicks headed our goal against West Bromwich two weeks ago, I got my right arm trapped between the 'keeper and their centre-half. At first I thought something was broken, but it turned out to be a damaged tendon in the elbow. . . an estimated three weeks job.

Until this injury, I'd enjoyed myself more in my first three weeks playing for Chelsea than in the whole of the previous two years. Why did I choose Chelsea when other clubs were talking to me only a few weeks ago? Well, I'd sussed out that this is a good set-up. I was further convinced when I talked to people here. . . and then there was the added attraction of playing for Chelsea.

After two years in the doldrums with Everton, it was nice to feel wanted again. It was refreshing to be given a new challenge, and music in my ears to be told by Ken Shellito: "Go out and play the way you know you can, and enjoy yourself."

I've certainly done that — results apart. But "what's gone wrong with Chelsea?" has become one of the season's most-asked questions. My answer is that it's all down to confidence, or rather lack of it. As individuals, I'm sure Chelsea's players are better than Everton's, but it's collectively that we've got to get things right.

I'm sure it will happen soon, perhaps with the help of the sort of fluke that often breaks a bad run. Fortunately, everyone at Chelsea recognises there's a problem, and steps are being taken to rectify it now. It's no good waiting until the New Year; that could be too late.

Not that my own confidence has suffered. I've nothing to prove here. I have confidence in my own ability. I know I can play and score goals, because I've done it wherever I've been. What I **do** want is to put down some roots and stay with Chelsea for the rest of my playing career.

The fans here have given me a great welcome. Over the years, I've scored nearly as many goals away as in home matches, and as you know my first two for Chelsea have been away. Which only makes me all the more eager, when I get over this present injury set-back, to put my first one in the net at Stamford Bridge. . . Shed end for preference!

As a striker (except at Anderlecht, where I played mainly midfield), I've always been involved with goals, scoring them or making them. That's my strength, my game. I have been called an amateur in a professional game, because I enjoy both playing and entertaining. I can't change my style. Some managers put more emphasis on the negative approach, but my strength is as an attacking player.

Really skilful players are ever-diminishing, and it's an indictment of our modern game that I struggle to name more than Charlie George and Tony Currie as the most exciting players in the First Division. So, for me, it was really disappointing to sit out the recent game against New York Cosmos; I'd have loved to play in that one. . . if only to nutmeg Johan Cruyff!

Right now, I'm house-hunting in London with my wife Dorothy, because the sooner we get settled in down here the better. Meantime, I'm teaching our son Matthew (he's just four) to chant "Chelsea are magic". . . instead of "Everton." And we can be, believe me. To see the Chelsea team going out and showing arrogance — that's the sign I'm looking for. The sign that we are out of trouble and on our way up again. ▀



DUNCAN McKENZIE

CHELSEA F.C. ADMISSION PRICES

SEASON 1978-79

SEASON-TICKETS

Books include tickets for all Chelsea home ties in the Football League Cup up to Round 5 and in the F.A. Cup up to Round 6. There will be no cash refunds for home Cup matches not staged, but Season-ticket prices for 1979-80 will be reviewed according to how many home Cup matches are played in 1978-79.

Reduced-rate Season-tickets are available to Senior Citizens and Juveniles under 14, details below.

PRICES

EAST STAND

	Adult	Senior Citizens & Juveniles Under-14
Upper Tier:		
Front Centre	£95.00	£72.50
Rear Centre	£62.50	£47.50
Front Wings	£75.00	£56.50
Rear Wings	£50.00	£37.50

Middle Tier:

Centre	£110.00	£82.50
Inner Wings:	£90.00	£67.50
Outer Wings	£75.00	£56.50

Lower Tier:

Centre	£62.50	£47.50
Wings	£50.00	£37.50

WEST STAND

Centre	£72.50	£55.00
Wings	£62.50	£47.50

TERRACE SEASON-TICKETS

For the first time, we are making Terrace Season-tickets available in season 1978-79. Books contain 23 match tickets, for 21 home League games plus one possible League Cup-tie and one possible F.A. Cup-tie. Prices are £25 for Adults; £18.50 for Senior Citizens and Juveniles under 14.

APPLICATION FORMS

Season-ticket application forms (for stands and terraces) are available to personal applicants at our Ticket Office or on written application to: The Secretary, Chelsea Football Club, Stamford Bridge Grounds, Fulham Road, London SW6 1HS.

HOME MATCH SEAT RESERVATIONS

East Stand

Lower Tier Centre £2.75	Lower Tier Wings £2.25
Middle Tier Centre £5.00	Middle Tier Inner Wings £4.00
	Middle Tier Outer Wings £3.25
Upper Tier Front Centre £4.00	Upper Tier Rear Centre £2.75
Upper Tier Front Wings £3.25	Upper Tier Rear Wings £2.25

West Stand

Centre £3.25	Wings £2.75
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Note: Where seats at £2.75 and £3.25 are requested in a particular Stand, we will endeavour to supply as requested. However, we reserve the right to send tickets for seats at the same price in the other Stand, should it be necessary.

POSTAL APPLICATIONS

will be accepted one calendar month prior to the date of the match. Please enclose a stamped addressed envelope with the correct remittance to ensure prompt return of tickets ordered.

Important: When sending for tickets, always quote your full name and address in your letter. This enables our Ticket Office staff to help you should tickets go astray.

All postal applications should be addressed to: Ticket Office, Chelsea F.C., Stamford Bridge Grounds, Fulham Road, London SW6 1HS.

PERSONAL APPLICATIONS

will be accepted seven days prior to the match. Ticket Office hours, Monday-Friday, 9.30 a.m.-4 p.m.

GROUND ADMISSION

Adults £1.50. Juveniles (under age of 14) £1.00. Senior Citizens 75p. Transfer to uncovered West Stand Open Enclosure inside the ground 50p.

CROWD CONTROL: Fences have now been erected at both ends of the ground, and we ask for your fullest co-operation with the Police and Stewards in all matters relating to crowd control. We stress to spectators seated in the front of the East and West Stands (where we hope fences will not be necessary) the importance of keeping off the pitch at all times.

DRINKS BAN: In the interests of comfort for all spectators,

no alcoholic drinks are sold at Stamford Bridge while play is in progress. Drinks are not allowed to be taken out of bars at any time.

SENIOR CITIZENS' AREA: A special terrace area, from which Senior Citizens can watch home matches has been reserved at the North end of the stadium on the East Stand side. This is an innovation from which we hope our older Supporters will derive considerable benefit.

MEMORIES

are made of this...

A series of nostalgia in which historic Chelsea moments and events are recalled in pictures.

Chelsea Football Club



WATSON, MCROBERTS, KEY, WINDRIDGE, MACKIE, FOULKE (captain), COPELAND, J. T. ROBERTSON, MCEWAN, MORAN, KIRK

The Chelsea Eleven of 1905 in the Northern Goal at Stamford Bridge

1905: THE VERY FIRST CHELSEA TEAM OF ALL

There are still a few among our present-day supporters who saw the very first Chelsea team of all, when the club was founded in 1905. And this was the original Chelsea group photograph, taken at the North end of Stamford Bridge and dominated, inevitably, by the first Chelsea captain, England goalkeeper Bill Foulke, then aged 29. Born at Wellington, Shropshire, he joined us from Sheffield United. He stood 6ft. 2in., weighed 22st. 3lb., took size 12 boots and a 24 collar. So, physically, "Little Willie" was the greatest goalkeeper we have ever had, and to emphasise his giant stature he was always followed on to the field by Chelsea's smallest player, Martin Moran.

WANDERERS IN PERSON

JIM McDONAGH: This dependable goalkeeper, signed from Rotherham in September 1976 for £10,000 after a month's trial, took over from Barry Siddall, who moved to Sunderland later that month. Ever-present last season. Born Rotherham.

PAUL JONES: Joined Bolton from school and rapidly emerged as a first-rate defender. Has made nearly 300 League appearances, and this season has played at full-back instead of his customary centre-back position. Born Ellesmere Port.

TONY DUNNE: Richly experienced defender with 32 caps for the Republic of Ireland. Began with Manchester United, with whom he won League Champions', FA Cup Winners' and European Cup winners' medals. Joined Bolton on a free transfer in July 1973. Born Dublin.

MIKE WALSH: Versatile young player who last season appeared at full-back, in midfield and in attack as well as in his preferred role at the centre of defence. Missed only one match in the promotion-winning season. Born Manchester.

SAM ALLARDYCE: 6ft. 1in., 13st. 4lb. centre-half who joined Bolton from school in the Midlands and made League debut against Notts County in November 1973. Since then has made more than 150 League appearances. Born Dudley.

ROY GREAVES: Midfield player in his testimonial season with Bolton. In those ten years has made more than 400 League appearances, and, as the club's penalty taker, has scored more than 50 goals from midfield, including nine last season. Born Farnworth.

PETER REID: Now back in the side after missing this season's early games through injury, he is an England Under-21 cap and a key player in Bolton's midfield. Joined Wanderers from school. Born Huyton.

WILLIE MORGAN: Scottish international who can play either in



midfield or on wing. Joined Manchester United from Burnley in August 1968 for £100,000, returning to his former club in June 1975 for £30,000 and signed on a free transfer for Bolton, March 1976. Born Glasgow.

FRANK WORTHINGTON: Signed by Bolton for £90,000 last October, this former England striker started with Huddersfield, but spent most of his career with Leicester, whom he joined in August 1972 for £80,000. Has already scored 9 goals this season, including two in the League Cup against Chelsea. Born Halifax.

NEIL WHATMORE: Played a leading role in Bolton's promotion last season

when he scored 21 League and Cup goals. Previous season he led the Second Division marksmen with 31. Born Ellesmere Port.

ALAN GOWLING: Started with Manchester United, where he won an England Under-23 cap. Joined Huddersfield in June 1972 for £60,000 and spent two years there before signing for Newcastle in August 1975. Signed by Bolton last March for a club record fee of £120,000. Born Stockport.

BRIAN SMITH: Compact, creative midfielder player who is now pressing for a regular first-team place. Gained experience by playing in American soccer this summer. Born Bolton.

WANDERERS



WANDERERS 1978-79

Back row: Peter Nicholson, Alan Gowling, Mike Walsh, Paul Jones.

Middle row: Ian Greaves (Manager), Terry Poole, Sam Allardyce, Jim McDonagh, Frank Worthington, George Mulhall (Assistant-Manager), Jim Hedrige (Physiotherapist).

Front row: Ray Train, Neil Whatmore, Roy Greaves, Peter Reid, John Ritson, Tony Dunne.

Photograph by *Bolton Evening News*

SUMMARY

	P	W	D	L	F	A	Pts.
HOME	37	16	10	11	57	45	42
AWAY	37	7	11	19	49	79	25
TOTAL	74	23	21	30	106	124	67

CHELSEA v. BOLTON WANDERERS

PAST LEAGUE RESULTS

SEASON	HOME	AWAY
1907-08	1-3	2-1
1909-10	3-2	2-5
1910-11	3-0	0-2
1912-13	2-3	0-1
1913-14	2-1	1-1
1914-15	2-1	1-3
1919-20	2-3	2-1
1920-21	1-0	1-3
1921-22	0-3	2-0
1922-23	3-0	1-1
1923-24	0-0	0-4
1930-31	0-1	1-1
1931-32	3-0	0-1
1932-33	1-1	3-2
1935-36	2-1	3-2
1936-37	0-1	1-2
1937-38	0-0	5-5
1938-39	1-1	2-0
1946-47	4-3	1-1
1947-48	1-1	1-2
1948-49	2-2	1-1
1949-50	1-1	0-1
1950-51	4-0	0-1
1951-52	1-3	0-3
1952-53	1-0	1-1
1953-54	2-0	2-2
1954-55	3-2	5-2
1955-56	0-2	0-4
1956-57	2-2	2-2
1957-58	2-2	3-3
1958-59	0-1	0-6
1959-60	0-2	0-2
1960-61	1-1	1-4
1961-62	1-0	2-4
1963-64	4-0	0-1
1975-76	0-1	1-2
1976-77	2-1	2-2

(Chelsea's score given first in each case.)

MISSED PENALTY & AN OWN



Derby goalkeeper John Middleton goes full length to keep out this shot from Tommy Langley.

Persistent as ever, Tommy tries again with a solo burst through the middle.



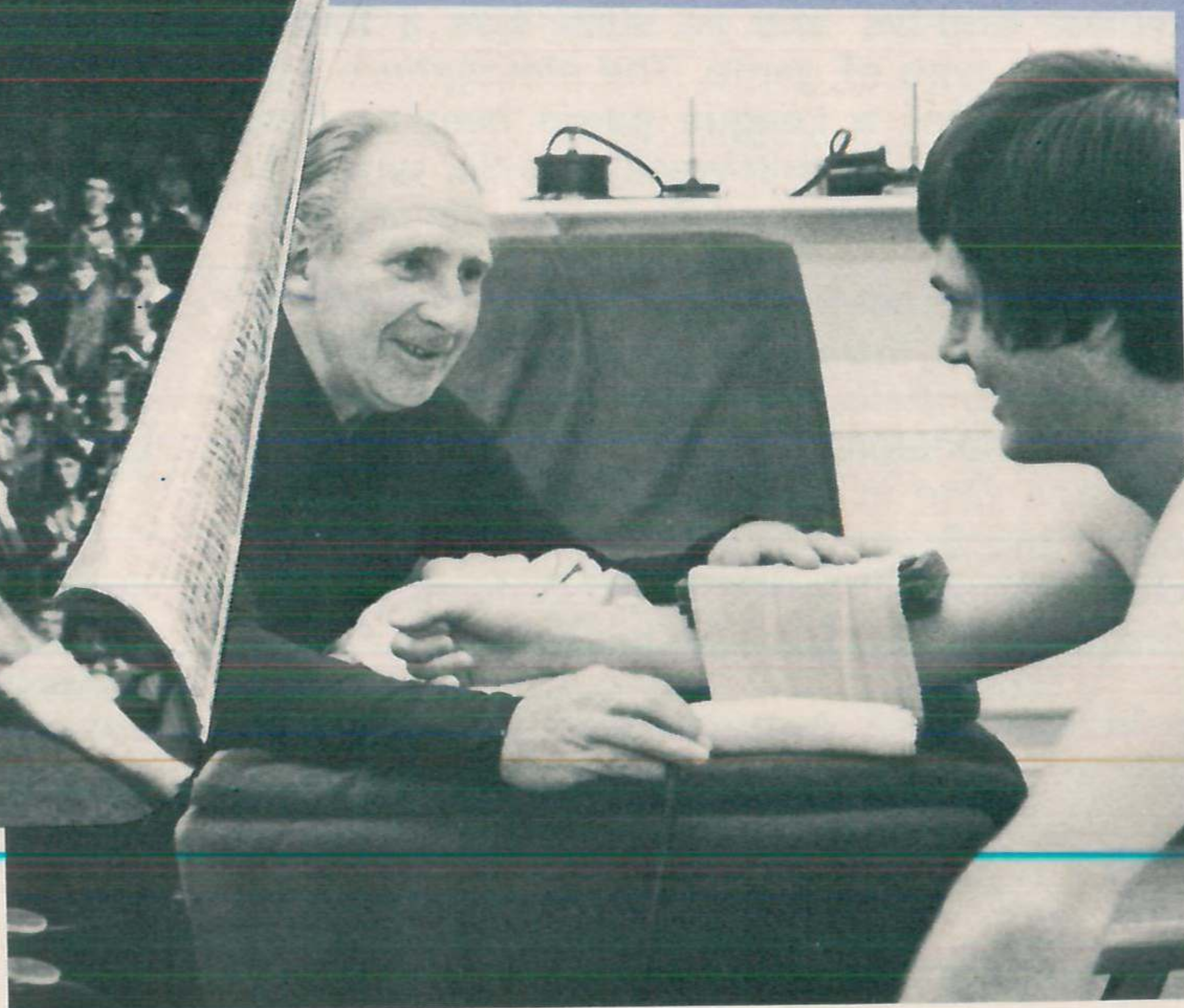
GOAL ARE COSTLY AT DERBY



Kenny Swain's penalty is saved—and instead of going one up, we went down to a luckless own goal a few minutes later.



Bill Garner, in his first League game of the season, stretches for a shot. Again Middleton saved.



Meanwhile, at Stamford Bridge, treatment from physiotherapist Eddie Franklin continues twice daily for Duncan McKenzie to the arm injury which kept him out of the side at Derby.

(Photographs by Hugh Hastings)

'Super League' is Bolton's target back in the First Division



glories, and he signed such men as Tony Dunne and Peter Thompson. In October 1974, Armfield left to take over at Leeds, and Ian Greaves, formerly at Huddersfield, graduated from assistant-manager to the number one position at Burnden Park.

He, too relied on a nucleus of experienced players while encouraging the emerging talents of Neil Whatmore, Sam Allardyce and Peter Reid.

Despite beating Chelsea 2-1 in the League Cup at Burnden Park in August, Bolton Wanderers will be treating today's game as a "first meeting." So says their manager Ian Greaves, who last season guided the club back into Division One after an absence of 14 years.

"We won that particular match, and it was a good night for us, but I don't think we learnt anything which will help us today. It was a typical Cup-tie, and as such was a totally different type of game. The atmosphere and approach for a League game bear no real similarities to a mid-week Cup-tie, which is why we shall disregard that particular result."

Bolton's transformation in the last seven years, under the managerial guidance first of Jimmy Armfield and then Ian Greaves, has been remarkable. They were relegated from Division One in 1964, and gradually slipped down the Second Division until, in 1970, the club dropped into the Third Division for the first time in their 104-year history.

In May 1971 Armfield was drafted in as player-manager from Blackpool, later to become manager in a full-time capacity. His stay was short but successful, culminating in promotion to the Second Division the following season.

While in charge, Armfield banked on experience to guide Bolton back to former

Although Bolton finished just one place outside the promotion zone after looking near certainties to go up two years in succession — 1976 and 1977 — Greaves refused to allow such disappointment to deflect him from his ultimate aim of First Division football.

Last season, his persistence paid off for, after securing the services of proven goal-scorers Frank Worthington and Alan Gowling for club record fees, Bolton finished as Second Division Champions.

Unhappily for Wanderers, their return to the game's top flight has been marred by injuries. "We have had more injuries already than we had in the last three years," reports manager Greaves. "In the circumstances I think we have done well to hold our own with what I hesitate to call a makeshift team.

"Neil Whatmore, our top scorer for the past two seasons, has had to play in midfield, Peter Reid has been missing, and we have had six or seven key players out of action at various stages.

"At the moment the First Division is turning into two separate divisions. At the top is the Super League, where the Liverpool and Manchester clubs, plus Arsenal and a few others, are always to be found, and there are another 11 or so clubs in a different league.

"I include Bolton Wanderers in that second group, and it is all a question of making a breakthrough into the Super League. That is why I think clubs such as Norwich and Coventry have done so well, and that is what we must be aiming for at Bolton."

CHELSEA PROMOTIONS



CHELSEA PATRONS 1978/79

FOUNDER PATRONS

E.M.I. Ltd.
Kings Road Tyres & Repairs Ltd.
Miller Bridges Fastenings Ltd.
Wilkinson Sword Ltd.
I.C.I. Ltd.
V.L.I. Group
Bovis
Trico-Folberth Ltd.

PATRONS

Rodney Brody Esq.
Coca-Cola Southern Bottlers Ltd.
Keith Cardale, Groves & Co.
Hoover Ltd.
Radio Rentals Ltd.
Rumbelows Ltd.
Esso Petroleum Ltd.
C.I.S. Insurance
DAF Trucks Ltd.
Umbro International Ltd.
Metaxa Brandy
John Ratcliff Tail Lifts Ltd.
Watneys
Firestone Tyre & Rubber Co. Ltd.
Chelsea Building Society
Gola
Visionhire
Pentax Cameras
Acartale Builders Ltd.
Chessington Zoo
Simlam
London Transport
Kingsonic
Marley Foam
K-Tel Records
Victoria Sporting & Racing

HUTCH CALLING



COMMERCIAL COMMENT by Ian Hutchinson

JUST ARRIVED IN THE CLUB SHOP is the new Chelsea team photograph in colour, including Duncan McKenzie. The price is £1, and at the same price we have colour pictures of individual players. Profits from team and individual photographs go to the Chelsea Players' Pool.

CHELSEA TIES: These are among our present "best sellers" at the Club Shop—a really nice tie that you'll be proud to wear. The price: £3. You can get one while you are here today—from the Club Shop in the Main Entrance forecourt, or from the other situated in the West Stand approach.

New in stock is the **CHELSEA NECK PENDANT**, complete with engraved club badge. In solid silver, with chain and presentation box, this costs £12.50. If you have a more expensive taste, it is available in 9 carat gold (without chain), price £40.

SPONSORED MATCHES: Our home fixture list for the season still has one or two dates available for sponsorship, including the game against Arsenal here on January 1st. For enquiries about this, as well as about Patrons, ground and programme advertising, please ring me on 01-385 3813.

TWO LUXURY BOXES (one in each stand) are available for the whole season or on a one calendar month basis. For full details, please telephone me on 01-385 3813.

MATCH BALLS: This season, match balls for Chelsea home games are again being donated by Socanpop Products Ltd., who have sports goods concessions at Milletts (Reading), Whiteleys (Bayswater), Medhursts (Bromley), Shinnars (Sutton), Landports (Portsmouth) and Arding & Hobbs (Clapham Junction). Our grateful thanks to Socanpop for continuing their valued support in season 1978-79.

CLUB SHOP

New season's price list	Cost	Post
Bob Hat	£1.20	20p
Bar Scarf (Orlon)	1.50	25p
Knitted Name Scarf (Orlon)	2.50	25p
Rosettes	25p	10p
Chelsea Pennant	45p	10p
Large Wing Badge	1.20	15p
Arc Blazer Badge	55p	10p
Chelsea Patch	45p	10p
Chelsea Pendant	50p	10p
Chelsea Ingot Pendant	1.50	10p
Chelsea Identity Bracelet	70p	15p
Lapel Badge	40p	10p
Notebook with gilt metal embossed cover	1.00	20p
Steel Car Badge	2.50	30p
Chelsea Mug	60p	not post
Chelsea Tie	3.00	20p
Car Sun Strip	1.25	15p
Chelsea Training Towel	2.55	25p
Goblet hand-engraved, boxed	7.00	not post
Chelsea Pub Mirror	2.50	not post
Pendant Key Ring	35p	10p
Bill Garner Chelsea Pendant—gilt or silvered	1.25	10p
Dart Flights	50p	10p
Car Stickers (two designs)	25p	10p
Chelsea Watch (chrome or gilt finish)	15.00	75p
Chelsea T-shirt (Small, Medium, Large)	1.50	25p
Chelsea Hooded Zipped Sweatshirt	7.50	40p
Chelsea Sweatshirt—Dark blue or light blue (Small, Medium, Large)	5.00	40p
The Blues Shirt—blue only (Small, Medium, Large)	4.35	40p
Chelsea Official Umbro Team Shirt		
24"	5.00	40p
26"-28"	5.25	40p
30"-32"	5.50	40p
34"-36"	6.25	40p
38"-40"	6.25	40p
Umbro Kits (Shorts, Shirt, Socks)		
26"-28"	7.50	40p
30"-32" 34"-36"	8.50	40p
Chelsea Gilt Mirror	7.50	not post
Perspex Key Ring	50p	10p
Blue Leather Key Case with fob	75p	15p
Knitted Hat and Scarf Set	3.50	25p
Blue/White String Weave Belt	1.25	15p
Chelsea Football Radio	5.75	40p
Chelsea 'V' Neck Sweater with embroidered crest (Small, Medium, Large)	5.50	40p
Chelsea Hand Knitted Crew Neck Woollen Sweater		
Small, Medium	11.50	40p
Large, Extra Large	12.50	40p
Chelsea Lighter	1.50	25p

Blues Shop
Please note our only address:
Chelsea Club Shop, Chelsea F.C., Stamford Bridge, Fulham Road, London SW6.



Ray Wilkins starts the night by receiving the New York Cosmos pennant from their captain Werner Roth.



And, two minutes from time, Ray finishes the night by shooting our equaliser from a position in which he is almost hidden by Cosmos' goalkeeper Yasin.



CHELSEA official

SUPPORTERS' CLUB

President: Peter Bonetti

Chairman: G. M. Thomson (Director of Chelsea F.C.)

Secretary: A. H. Sewell. **Treasurer:** A. W. Green

ANOTHER DONATION TO CHELSEA F.C.: Last season Chelsea F.C. received donations totalling £7,000 from the Official Supporters' Club. Now we are pleased to announce that a further donation of £2,000 has been made to our parent club.

FILM NIGHT: We are holding a Film Night here in the Chelsea Restaurant on Monday, November 6 at 8 p.m., when our 1970 F.A. Cup Final victory will be screened. Tickets, £1 each, will be sold on a strictly first come, first served basis and are restricted to Official Supporters' Club members (who may bring one guest). Apply by post now (enclosing remittance, stamped return envelope and quoting your S.C. number) to: Film Night, Chelsea Official Supporters' Club, Chelsea F.C., Fulham Road, London SW6 1HS.

THE NEXT OPEN DAY is at Stamford Bridge on Friday, October 27 at 11 a.m. It is exclusive to members of Chelsea Official Supporters' Club (no guests) and tickets are free. Apply by post, quoting your S.C. number and enclose stamped return envelope. Numbers are limited, first come, first served. Application **BY POST ONLY** to: The Secretary, Chelsea Official Supporters' Club, Chelsea F.C., Fulham Road, London SW6 1HS.

OUR NEXT DISCO is in the Chelsea F.C. Restaurant on Saturday, October 28 at 8 p.m. Tickets are £1.50 each, with applications restricted to members of the Official S.C. (who may bring guests). Numbers are limited, and applications **by Post Only**, quoting your S.C. number and enclosing remittance (made payable to Chelsea Official S.C.) and stamped return envelope, should be made to: The Secretary, Chelsea Official Supporters' Club, Chelsea F.C., Fulham Road, London SW6 1HS.

AWAY MATCH TICKETS & TRAVEL: Only members of the Official S.C. are allowed to purchase rail tickets and travel on the Chelsea train. Members **MUST** produce their identity cards when buying away match and rail tickets **AND** when actually boarding the train. **WE EMPHASISE:** Nobody is allowed to travel on the Chelsea train without his/her official identity card. No match or rail tickets are sold at the departure station on the day of an away match. These tickets are available at Stamford Bridge (from the Travel Office window at the Pools Match Day Office in the Main Entrance forecourt) from 11.30 a.m. — 2 p.m. at the preceding Saturday home game, and from the Chelsea F.C. main office during normal hours (Monday to Friday) in the week of the match.

LIVERPOOL NEXT SATURDAY — please see page 5.

Chelsea F.C. Official Supporters' Club

MEMBERSHIP APPLICATION

Please complete A or B, whichever is applicable

A: NEW MEMBERS

I wish to become a member of Chelsea F.C. Official Supporters' Club for season 1978/79 in the category as follows (delete as necessary):

- (i) Adult member — subscription £3.
- (ii) Senior citizen rate (age over 65 on Aug. 19, 1978) — subscription £1.
- (iii) Junior rate (age under 16 on Aug. 19, 1978) — Subscription £1.

● I enclose cheque/postal order (No.....) for £....., made payable to Chelsea Official Supporters' Club.

● I enclose two passport-size photographs of myself, with name on reverse side (membership cannot be accepted without receipt of such photographs).

B: RE-ENROLMENTS

I wish to renew my membership of Chelsea Official Supporters' Club for season 1978/79 in the category as follows (delete as necessary):

- (i) Adult member — subscription £2.
- (ii) Senior citizen rate (age over 65 on Aug. 19, 1978) — Subscription £1.
- (iii) Junior rate (age under 16 on Aug. 19, 1978) — subscription £1.

● My existing membership number is.....

● I enclose cheque/postal order (No.....) for £....., made payable to Chelsea Official Supporters' Club.

● I enclose two passport-size photographs of myself with name on reverse side.

Please write in BLOCK CAPITALS:—

Name (Mr/Mrs/Ms)

Address

Telephone

Signature

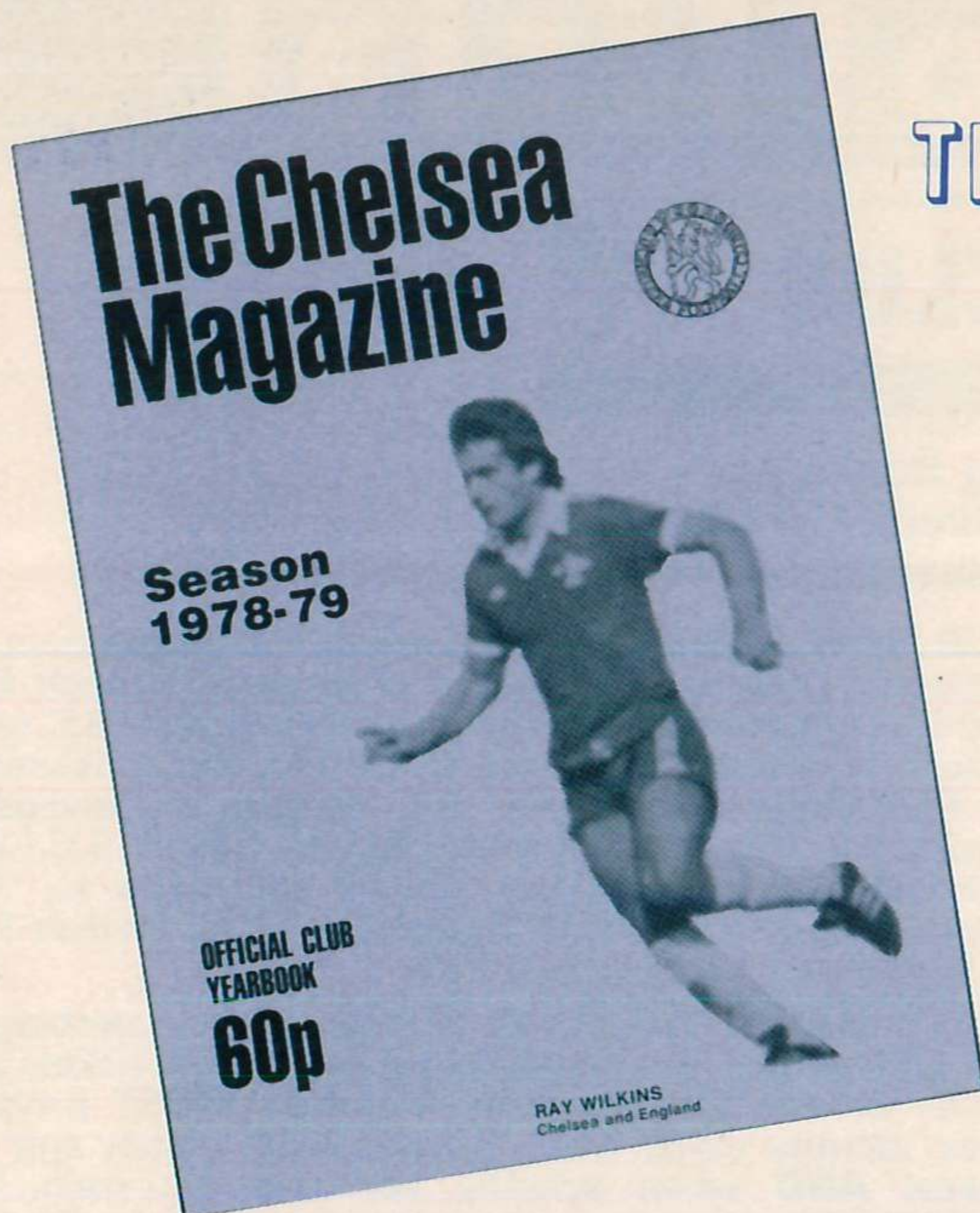
FOR OFFICIAL USE

No.

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Post to the Secretary,
Chelsea F.C. Supporters' Club,
Chelsea Football Club,
Stamford Bridge Grounds,
Fulham Road, London
SW6 1HS.

PLEASE ENCLOSE STAMPED, SELF-ADDRESSED ENVELOPE.



THE CHELSEA MAGAZINE 1978-79

- In colour — Ray Wilkins, Ian Britton, Tommy Langley (and fans!)
- All the Chelsea records, facts, figures, articles and photographs in a completely new edition of the Club Year book.
- Price 60p (80p if ordered by post).

ON SALE TODAY



MICHAEL HART

of the Evening Standard
says

Television has given much to football. It has provoked controversy and debate and given pleasure to countless millions of armchair viewers who may not otherwise have had the slightest interest in the game.

It has provided an unrivalled advertising platform for all that is good — as well as bad — in the game. It has also provided the football industry with money. But do the television companies pay enough for the right to cover football matches? Many influential club chairmen think not. A powerful lobby is growing to demand a more realistic fee than the present £1.5 million League contract which expires at the end of this season.

Some clubs receive only £5,000 a year from the TV pool. They argue that they would need only 200 fans more per match to equal that figure. Would they get those extra 200 fans if there was no television coverage?

They may well do, but if there was no TV coverage clubs would surely lose a large proportion of their advertising revenue. As Football League general secretary Alan Hardaker points out: "Clubs that are regularly televised receive an average of £30,000 a year for ground advertising, which could be solely attributed to television."

I feel that television is now an integral part of the football world, but I do think that the game is selling itself too cheaply. American TV, for instance, pays awesome sums for the coverage of sport. They recognise the value of sport in attracting viewers and are prepared to pay for it.

American grid-iron football has a £300 million TV contract for a four-year period ending in 1980. Even the U.S. collegiate amateur league has negotiated a £10 million-a-year contract.

For this sort of money American TV demands the right to live coverage of matches. The only

stipulation is that the match is blacked out in the host city, thus ensuring a crowd at the game. If our League clubs insist on a big money contract — and £3 million a year is now being quoted in some boardrooms — the TV companies would almost certainly ask for live coverage of the top match each week.

This would probably entail taking the most attractive game out of the Saturday afternoon programme and staging it in the evening for the benefit of the TV cameras.

That, in itself, is not too big a disruption to the traditional Saturday schedule, but it would signal a breakthrough by TV into soccer's corridors of power. Much American sport is already manipulated — not always to the benefit of the game — by the TV giants.

Some club chairmen advocate a complete blackout of TV matches for a season, just to see whether more supporters would attend football on a regular basis. Others would prefer a restriction on coverage — "Match of the Month" rather than "Match of the Day."

This sort of action, of course, could be avoided if the TV companies agree to pay a more realistic fee. I am sure the football world can work in harmony with television to the benefit of both.

I have no doubt that TV was one of the major reasons why attendance figures declined. But a whole new generation nourished only on TV soccer, is now growing up. Will these people leave the comfort and safety of their living rooms to stand on terraces if there is no televised soccer? I don't think football as it is today will ever win back the thousands who have deserted the terraces — TV or not.

I remember talking some time ago to Terry Venables about the sad decline in football attendances. He believed that TV was one of the chief culprits, and then came up with this intriguing thought: "I wonder whether we might reach a situation one day where they will have to give away tickets to football matches just to provide the atmosphere for TV."

Venables is the chirpy astute manager of Crystal Palace. He played for Chelsea, Spurs, QPR and Palace, and is the only player ever to be capped by England at every level from schoolboy, through the amateur ranks to full international.

"A lot of people won't agree but I feel that television has had a lot to do with the decline in gates," he said. "I feel that football is helping promote TV more than TV is helping promote football."

The arguments are endless. But I think television has a big part to play in the future of football — as long as it pays the right price.

FIRST DIVISION GATES & LEADING MARKSMEN	
Average Home League Attendance	Top League Scorer
Arsenal	Brady 4.
Aston Villa	Gray, 3, Gregory 3.
Birmingham	Francis 2, Givens 2.
Bolton	Worthington 7.
Bristol City	Ritchie 4.
Chelsea	Langley 2, McKenzie 2, Swain 2.
Coventry	Ferguson 4.
Derby	Daly 3.
Everton	King 4.
Ipswich	Mariner 5.
Leeds	Graham 3, Gray (F) 3.
Liverpool	Dalglish 7.
Manchester City	Fletcher (R) 5.
Manchester United	Jordan 3, Macari 3.
Middlesbrough	Mills 4.
Norwich City	Ryan 6.
Nottm. Forest	Birtles 3, O'Neil 3.
Q.P.R.	McGhee 2, Harkouk 2
Southampton	MacDougall 4.
Tottenham	Taylor 2.
W.B.A.	Cunningham 4.
Wolves	Daniel 2.

FOOTBALL COMBINATION

S. E. COUNTIES LEAGUE—DIV. 1

S. E. COUNTIES LEAGUE—DIV. 2

Date	Opponents	Venue	Result	Position	Points Total	Date	Opponents	Venue	Results	Position	Points Total
Aug. 19	Southampton	away	D 0-0	—	1	Aug. 19	Crystal Palace	away	W 5-2	—	2
Aug. 23	Crystal Palace	home	W 3-2	4	3	Aug. 26	Q.P.R.	away	L 0-6	—	2
Sept. 26	Orient	home	W 3-1	4	5	Sept. 2	Tottenham H.	away	L 2-6	12	2
Sept. 2	Tottenham H.	away	L 2-3	8	5	Sept. 16	Watford	away	D 1-1	14	3
Sept. 9	Plymouth A.	home	D 0-0	6	6	Sept. 30	Norwich C. (Cup)	away	L 1-6	—	—
Sept. 16	Leicester City	away	W 3-0	3	8	Oct. 7	West Ham U.	home	W 4-0	10	5
Oct. 23	Birmingham C.	home	W 3-0	3	10	Oct. 14	Charlton Athletic	away	W 3-2	7	7
Oct. 3	Bristol Rovers	away	L 0-1	7	10	Oct. 21	Ipswich Town	home			
Oct. 7	Luton Town	home	W 4-1	6	12	Nov. 21	Fulham	away			
Oct. 18	Hereford United	home				Nov. 28	Cup				
Oct. 21	Norwich City	home				Nov. 4	Portsmouth				
Oct. 28	Swindon Town	away				Nov. 11	Orient				
Nov. 4	Cardiff City	home				Nov. 18	Crystal Palace				
Nov. 11	Southampton	home				Nov. 25	Southend U.				
Nov. 18	Orient	away				Dec. 2	Arsenal				
Nov. 22	Tottenham H.	home				Dec. 9	Millwall				
Nov. 25	Bristol City	away				Dec. 23	Gillingham				
Dec. 2	Reading	home				1979					
Dec. 9	Fulham	away				Jan. 6	Fulham	home			
Dec. 16	Oxford United	home				Jan. 13	Charlton A.	home			
Dec. 23	Q.P.R.	away				Jan. 20	West Ham U.	away			
Dec. 30	West Ham U.	home				Jan. 27	Watford	home			
1979						Feb. 3	Orient	home			
Jan. 1	Arsenal	away				Feb. 17	Norwich City	home			
Jan. 13	Plymouth A.	away				Feb. 24	Ipswich Town	away			
Jan. 26	Leicester City	home				Mar. 3	Southend U.	away			
Feb. 3	Birmingham C.	away				Mar. 10	Gillingham	away			
Feb. 10	Bristol Rovers	home				Mar. 17	Portsmouth	home			
Feb. 17	Luton Town	away				Mar. 24	Q.P.R.	home			
Feb. 21	Ipswich Town	home				Mar. 31	Millwall	away			
Feb. 24	Hereford United	away				Apr. 7	Norwich City	away			
Mar. 3	Norwich City	away				Apr. 14	Arsenal	home			
Mar. 10	Swindon Town	home				Undated	Tottenham H.	home			
Mar. 14	Cardiff City	away									
Mar. 24	Crystal Palace	away									
Mar. 31	Bristol City	home									
Apr. 4	Reading	away									
Apr. 14	Ipswich Town	away									
Apr. 16	Arsenal	home									
Apr. 21	Oxford United	away									
Apr. 25	Q.P.R.	home									
Apr. 28	Fulham	home									
May 5	West Ham U.	away									

WHERE OUR JUNIORS PLAY

Chelsea Juniors' home matches on Saturdays are played at Hurst Lane, East Molesey (11 a.m.)

SOUTHERN JUNIOR FLOODLIGHT CUP

Oct. 25 Portsmouth away

CHelsea

RECORD

GAIRD

1978-79

THE CHELSEA RESTAURANT

The Chelsea Restaurant was opened four years ago and, up to the end of last season, was available for luncheons — private functions apart — only to Executive Club members and Box-holders on match days.

It is now open for luncheons Monday–Friday (12 noon to 3 p.m.) under the personal direction of **Massimo Tonietti**, who has joined us after eight years at Burkes Club in London's West End.



We invite Patrons to visit the Chelsea Restaurant from Monday to Friday and enjoy its excellent cuisine and fine wines.

Any Chelsea supporter who presents this programme to the restaurant manager after a weekday luncheon will be entitled to a 15 per cent reduction on his total bill.

To book your table for Luncheons Monday-Friday please phone 01-385 9234

Massimo will be delighted to accommodate you.



THE CHELSEA RESTAURANT
is also available for: **BUSINESS LUNCHEES**
DANCES
WEDDING RECEPTIONS
COMPANY MEETINGS
DINNERS, ETC.

All enquiries by phone on 01-385 9234 or in writing to: The Restaurant Manager, Chelsea Football Club, Stamford Bridge Grounds, Fulham Road, London SW6 1HS.



MY JOB at the Bridge

He's in charge of the organisation that has raised nearly £300,000 for Chelsea

CHELSEA Pools Association stands second only to our match-day gate receipts as a source of income at Stamford Bridge, with a total of £294,064 earned for Chelsea Football Club in the Association's eight-year existence.

In charge of our Pools section is Tony Green, who moved office from that of Club secretary three years ago to take over this essential fund-raising department of Chelsea F.C.

Says Tony: "Since it started, the Pools Association has expanded in several directions to include, as it does now, other money-raising activities like Golden Goals, Chelsea Bingo and the Chelsea Lottery which was launched last January."

The Lottery began on a monthly basis, and quickly became a fortnightly operation. In its first nine months it has paid a total of more than £33,000 in prize-money, including sixteen top-prize winners each of £1,000.

Tony Green's full-time Pools "team" comprises Fred Pink, Assistant Organiser, and a staff of three in the office . . . Chris Wilson, Janice Baldwin and Tony Wickes. Fred is mostly "on the road," calling on Agents, enrolling new members and generally "selling" Chelsea. And the full-time staff are backed by another team of part-time helpers here on match-days.

Says Tony: "However many Agents and members we have, we are always looking to enrol more. The Pools Association keeps going all the year round, and we have recently donated another £36,000 to Chelsea Football Club, making a total of £294,064 over eight seasons.

TONY GREEN



"Our staff and part-time helpers and Agents do a magnificent job, and anyone interested in starting a new agency will be most welcome. Chelsea Pools offer Agents 12½ per cent commission on all subscriptions they collect, plus 10 per cent on winning tickets sold. From the Lottery, there is a 10 per cent commission to Agents."

The batch of tickets Tony is holding (above) contained one of this season's £1,000 winners. And for 25 pence, one of these "instant" tickets could make YOU our next big winner . . .

MATCH SUMMARIES



FOOTBALL LEAGUE

Saturday, September 30.

Lost to **West Bromwich Albion** (Home) 1-3.
Half-time: 1-1. Attendance: 20,186.

Chelsea: Bonetti; Locke, Stride, Stanley, Wicks, Harris, Swain, Wilkins (R), Langley, Lewington, McKenzie (Walker).

Scorer: Wicks.

W.B.A.: Godden; Batson, Statham, Cunningham, Wile, Robertson, Robson, Brown (A), Regis, Cantello, Brown (T) (Trewick).

Scorers: Regis, Wile, Brown (T).

Referee: Mr. R. Challis (Tonbridge).

For the first time this season we led at home when, in the fourth minute, Wicks headed in Wilkins' corner. But it was an expensive goal in that, as it was scored, McKenzie badly strained a tendon in the right arm in collision with Godden and Wile. He carried on under painful handicap, but was unable to continue after half-time. Regis shot Albion level (21 minutes) and another home match slipped away from us as Albion scored twice in two minutes approaching the hour, Wile with a header from a corner and Tony Brown from a quickly taken free-kick.

Saturday, October 7.

Lost to **Derby County** (Away) 0-1. Half-time: 0-0. Attendance: 20,251.

Derby: Middleton; Langan, Buckley, Daly,

McCaffery, Moreland (Rioch), Carter, Powell, Caskey, George, Clark.

Scorer: Harris own goal.

Chelsea (Yellow Shirts, Green Shorts): Iles; Hay, Stride, Lewington, Wicks, Harris, Swain, Wilkins (R), Langley, Britton, Garner.

Substitute: Johnson (did not play).

Referee: Mr. D Lloyd (Worcester).

The result hinged on the two main incidents of the match early in the second half. After 55 minutes, we were awarded a penalty for a push on Garner, but Swain saw his spot-kick saved by Middleton. Five minutes later we were beaten by one of the season's unluckiest own goals. Daly's shot was blocked by Iles—who did well on his First Division debut—and Harris was unable to prevent the rebound striking him and going into the empty net.

FOOTBALL COMBINATION

Tuesday, October 3.

Lost to **Bristol Rovers** (Away) 0-1. Half-time 0-1.

Team: Iles; Penny, Jenkins, Chivers (Sulley), Sitton, Bumstead, Frost, Aylott, Garner, Hay, Fillery.

Saturday, October 7.

Beat **Luton Town** (Home) 4-1. Half-time: 1-0.

Team: R. Knock; Wilkins (G) (Wilson), Jenkins, Chivers, Sitton, Bumstead, Clare, Sulley, Aylott, Fillery, Walker.

Scorers: Aylott 2, Fillery, Walker.

S.E. COUNTIES LEAGUE—DIVISION I

Saturday, September 30.

Beat **West Ham United** (Home—Molesey) 4-0. Half-time: 1-0.

Team: R. Knock; S. Barker, K. Hales, C. Pates, B. Scanlon, P. Brown, T. Gammer, T. Elmes, G. Donnellan, Fillery, P. Rhoades-Brown.

Scorers: Pates, Brown, Donnellan, Fillery.

Saturday, October 7.

Beat **Charlton Athletic** (Away) 3-2. Half-time 1-1.

Team: V. Thomas; M. Wright, B. Scanlon (C. Francis), C. Pates, P. Williams, K. Hales, T. Elmes, P. Brown, T. Gammer, P. Rhoades-Brown, G. Donnellan.

Scorers: Rhoades-Brown 2, Donnellan.

S.E. COUNTIES LEAGUE—DIVISION II

Saturday, September 30.

Drew with **Peterborough United** (Away) 2-2. Half-time: 1-1.

Team: V. Thomas; J. Watkins, T. Birch, S. Gibson, N. McLaren, M. Benfield, J. Marchant, C. Francis, P. Maskell, P. Waites, P. Fishenden.

Scorers: Gibson, Fishenden.

Saturday, October 7.

Lost to **Oxford United** (Home—Molesey) 0-6. Half-time: 0-5.

Team: N. Scully; T. Birch, G. McKenzie, P. Maskell, M. Benfield, R. McKinnon, C. Puddy, I. Brown (T. Perrin), P. Rondeau, J. Watkins, P. Waites.

IN OFF THE POST

YOUR LETTERS...

OPEN DAY THANKS

On behalf of my son, Robert, and myself, I would like to thank you for your time and trouble when showing us round at the Open Day two weeks ago. Our thanks also to the players who spent time after training to sign autographs and have photographs taken. Keep up the good work.

ALAN HINDLET, 307a High Street, Chatham, Kent.

OUR GAIN

I am writing to congratulate you on your signing of Duncan McKenzie. Our loss (Everton's) was certainly Chelsea's gain. As a fan of his, I would like a Chelsea pen-pal who would be able to supply me with up-to-date information on Duncan and his new club as, living in the North, this will be my only way of keeping in contact.

LYNDA COX, 137 Pit Lane, Widnes, Cheshire.

COLLECTION FOR SALE

I have been a Chelsea supporter for many years, and have a vast collection of Chelsea programmes, some 1,500 homes and aways, also handbooks, year-books etc. As I am short of storage space, I have decided to sell my collection at a very reasonable price. If anyone is interested, please write to me for a price list.

RAY HOUGHTON, The Flat, 56 Shortmead Street, Biggleswade, Beds.

LIFT FOR DAVID?

I have been a Chelsea fan since a baby but, living in Shropshire, I find it very difficult to travel to all the home games because of the expense. If there is a kind gentleman who travels to Chelsea games from this area and would consider giving me a lift, I would gladly pay my share towards the transport.

DAVID TRANTER, 40 Glendale, Lawley, Telford, Shropshire.

REFEREES WANTED

There is a serious shortage of junior referees in the West London area, and the West London Referees' Society would welcome anyone, male or female, between the ages of 15 and 55, if they are fit to take up the whistle. Training classes are held every Thursday evening at "The Cedar Tree", Putney Bridge Road, London SW15, commencing at 8 p.m., and a welcome awaits anyone who is interested.

For full details please write to the Hon. General Secretary, Mr. W. D. Goodsell, 58 Arthur Henderson House, Fulham Road, London SW6 or telephone him on 736-3973.

ANSWERS TO CORRESPONDENTS

The Chelsea team that played New York Cosmos (1-1) here on September 26, with second half substitutes in brackets, was: Bonetti (Iles); Locke (Britton), Stride, Stanley (Walker), Wicks, Harris, Swain, Wilkins (R), Langley, Lewington (Aylott) Garner (Johnson).

And, going back 33 years, the Chelsea team against Moscow Dynamo here on November 13, 1945, was: Woodley, Tennant, Bacuzzi (Fulham), Russell, Harris (John), Taylor (Fulham), Buchanan, Williams, Lawton, Goulden, Bain. The result was 3-3 and our scorers were Reg Williams, Tommy Lawton and Len Goulden.

● Letters, not exceeding 150 words in length, should be sent to: In off the Post, Chelsea F.C., Fulham Road, London SW6 1HS.



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 SCIENTIFIC & TECHNOLOGICAL RESEARCH



The international music, electronics and leisure group



LINE-UP



CHELSEA

COLOURS—Shirts: Royal Blue with White Collar and Cuffs. Shorts: Royal Blue with White Seam. Stockings: White.

- 1 Bob ILES
- 2 David HAY
- 3 David STRIDE
- 4 Ray LEWINGTON
- 5 Steve WICKS
- 6 Ron HARRIS
- 7 Kenny SWAIN
- 8 Ray WILKINS
- 9 Tommy LANGLEY
- 10 Ian BRITTON
- 11 Bill GARNER

Sub:

BOLTON

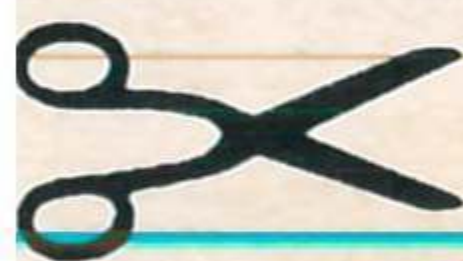
Colours—Shirts: White. Shorts: Navy Blue. Stockings: White.

- 1 Jim McDONAGH
- 2 Paul JONES
- 3 David BURKE
- 4 Roy GREAVES
- 5 Mike WALSH
- 6 Sam ALLARDYCE
- 7 Willie MORGAN
- 8 Peter REID
- 9 Neil WHATMORE
- 10 Frank WORTHINGTON
- 11 Brian SMITH

Sub:

Referee: Mr. ERIC READ (Bristol)

Linesmen: Mr. A. S. Heselgrave (Maidstone)—Red Flag
Mr. W. A. Whittington (Bexhill)—Orange Flag



CUP
FINAL
VOUCHER
No. 5

Keep
this
Voucher
it may
help you
to obtain
a Cup Final
Ticket

*Next
Home
Matches*

Wednesday, October 18 (3 pm)
HEREFORD UNITED
Football Combination

Saturday, October 21 (2.15 pm)
NORWICH CITY
Football Combination

Saturday, October 28 (3 pm)
NORWICH CITY
Football League